

EXPO'75

The period of EXPO '75 is changed as follows:

July 20, 1975 through January 18, 1976

E



EXPO'75

International Ocean Exposition,
Okinawa Japan, 1975
March 2 Through August 31
The Motobu Peninsula of Okinawa

Printed in Japan.

Layout of the EXPO Grounds

Sea and Science, Sea and Life, Sea and Fantasy...

Exciting Exposition Grounds!

● Marine Life Zoo

Established in the Cluster of Fish, this is composed by three major buildings sponsored by the Japanese Government: the Marine Animals Park where visitors can see dolphins, sea pigs and other interesting sea mammals, the Low Water Pool where children can enjoy playing with small fish and crabs, and the Giant Aquarium, the world's biggest water tank where colorful fish will be housed.



● EXPO Beach

This is a grand artificial beach spreading over sand hills and the only bathing place at the site where visitors can bask in the sun or rest in the shade of trees.

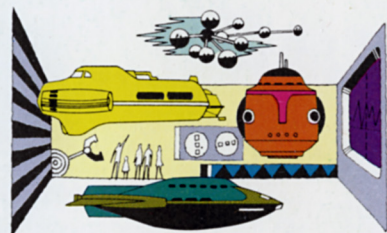


● Shore Park

A restful, idyllic spot where Sago Palms, Adan (a kind of Pandanus) and other semitropical plants grow in clusters.



● Main Promenade



● Cluster of Pavilions on "Science & Technology"

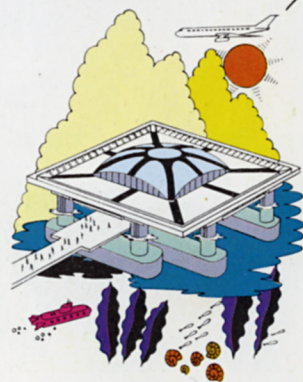
In this Cluster, the newest ocean development equipments of participating countries are exhibited and operated. Visitors can witness the latest developments in ocean exploration technology and see what is in store for the future.



● Sunset Plaza

When the old sparkling sun is setting in the ripples of the East China Sea, visitors will have the most magnificent view from this location... that is a reason to be called Sunset Plaza.

A variety of enjoyable entertainment will be featured at this plaza corner. And, the Aquapolis is just a few steps away.



● Aquapolis

A floating artificial island, each side measuring 100m (330 feet), is a prototype of the future marine city. And, in this Japanese Government Pavilion, the latest developments in marine exploration technology in Japan will be introduced.

● EXPO Port

Sight-seeing vessels will start from this port. On the sea nearby, many types of sailing vessels from foreign countries anchor as the ship exhibition. Enjoyable attractions are also held on the water.



● Cluster of Pavilions on "Ethnic & History"

Various types of culture patterns which have been influenced by the ocean itself will be shown in the exhibition of arts, myths and folk tales. The Japanese Government's Oceanic Culture Museum, foreign pavilions and Japanese non-government pavilions will attract the visitors.



● Central Administration Area

The Headquarters Building, Press Center, Medical Service Office and other administrative facilities are concentrated in this area.



● EXPO Transit System



● Seaside Bazaar

The Bazaar, standing atop a high cliff, commands a wonderful view. Visitors can enjoy world famous seafood and buy colorful souvenirs.

● Cluster of Pavilions on "Ships"

Many model ships from the first ancient vessels to today's nuclear ships can be seen at the International Sea Vessels Pavilion and at the Japanese non-government pavilions. The model ships will gaily parade in a huge water tank with an area of approximately 500m² (600sq. yds.) in the International Sea Vessels Pavilion.



● Cluster of Pavilions on "Fish"

This Cluster includes foreign and Japanese non-government pavilions which will give every visitor the pleasure of watching the ecology of underwater creatures from the seven seas. Sea adventure films will be shown on the multiphasic screen.



"The Sea We Would Like To See"

— EXPO'75 THEME —

The Exposition area consists of a million square meters of land and water. The land portion is hilly arc-shape and running north-south for 4,000 meters.

Within the EXPO grounds, all pavilions and facilities are connected to each other by a super modern transit system, and movement of the visitors, in addition to the above, is considered to flow smoothly along a principal road with ones radiating in all directions destinating for the clusters and other facilities.

And, whole mountainous EXPO grounds are slightly on the slope towards the sea, the visitors accordingly enjoy a fine view setting of Sesoko Island off the coast from any location of the grounds.



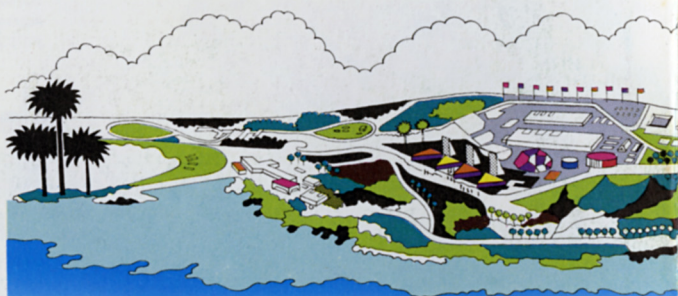
OKINAWA — Attractive Tourist Destination

Okinawa is located at north latitude $26^{\circ} 12'$ and east longitude $127^{\circ} 39'$, that is Japan's southernmost prefecture. Okinawa is one of the Ryukyus of which the rest are Miyako and Yaeyama groups. Of the Okinawan group, the largest is Okinawa Honto, where EXPO'75 is held.

The land is lush and green with the sub-tropical bloom, the seas are cobalt blue. By the clear waters of the Japan Current, Okinawa is decorated with the unique flowers, fish and coral of southern climes averaging about 72°F yearly.

The Ryukyus had long been influenced by the Continent, chiefly ancient China, and traditional culture is seen in the manners, customs, dialect and articles of local handicraft.

Shopping for handicraft items must be the highlight of a trip to Okinawa. Lacquer ware, pottery and Bingata (Batik-type fabrics) are quite unique.



**Japan Association for the International
Ocean Exposition, Okinawa, 1975**

20, Shiba Nishikubo Sakuragawa-cho, Tokyo (105)

Tel.: Tokyo (03) 502-4581

[World Expo](#)[Specialised Expo](#)[Expo 1974 Spokane](#)[Expo 1981 Plovdiv](#)**EXPO 1975 OKINAWA**[At a glance](#) [The Expo](#) [Japan and the BIE](#)

SPECIALISED EXPO

**Category**

Special Exposition

Area (ha)

100

Dates

20/07/1975 - 18/01/1976

Visitors

3,485,750

Theme

The Sea We would like to See

Participants (Countries)

35

Official DesignationInternational Ocean Exposition, Okinawa
1975[World Expo](#)[Specialised Expo](#)



EXPO 1968 SAN ANTONIO



EXPO 1971 BUDAPEST



EXPO 1974 SPOKANE



EXPO 1975 OKINAWA



EXPO 1976 MONTREAL



Expo 1974 Spokane

Expo 1981 Plovdiv

EXPO 1975 OKINAWA[At a glance](#) [The Expo](#) [Japan and the BIE](#)

After the enormous success of Expo 1970 in Osaka, Japan started planning a second Expo, on the island of Okinawa. The Government chose this location to address issues of inequality between Okinawa and other regions of the country, and to commemorate the reversion of the island to Japanese administration.

An oceanographic theme was chosen for the Expo, with the motto being 'The sea we would like to see'. During the Expo 33 countries from all over the globe participated, including Canada, Australia, Italia, USSR, and many others. The Japanese Ocean Expo Association approved the Expo's Masterplan in October 1972, with construction beginning in September 1973. However, concerns over the oil crisis caused the opening of the Expo to be delayed by four months until 20 July 1975. It then remained open until 18 January 1976.

International Pavilions

Rather than letting participants of the Expo build their own Pavilion, as was the norm, international countries were encouraged to rent pre-fabricated rectangular or hexagonal shaped modules, each with an area of around 250m².

The USSR Pavilion was memorable as it included the world's first large-scale map of the ocean introduced. Another impressive pavilion was that of the United States, one of the largest on the site. Inside, the pavilion showcased past, present and future technologies, including a demonstration of an ocean thermal power plant, and ongoing research on air-sea interactions.

Four Clusters

The site was composed of four clusters, each of which was based around a specific theme.

The People and History Cluster featured two international pavilions, the Okinawa Pavilion, the Expo Hall, the Hitachi Pavilion, the Mitsubishi Pavilion and the Oceanic Culture Hall. The latter drew interest for its audio-visual hall as well as an exhibition hall showcasing ships, carvings, and cultural objects from around the Pacific Ocean.

The Science and Technology Cluster was focused on the need for international cooperation and research in favour of the protection of the world's oceans and water resources. In addition to several international and corporate pavilions, this cluster included the Mitsui Children's Science Pavilion, and 'World Ocean Systems', a large theatre in the shape of a whale.

The Expo site also included the Fish Cluster, which was dedicated to the importance of aquatic species and marine industries, and the Ship Cluster, which was centred around ocean adventures and featured the Expo Port pavilion.

In addition to the thematic clusters, visitors could enjoy the attractions of Expo Land, an amusement park beach, featuring water-themed attractions including the chance to canoe through a waterfall.

Aquapolis



Bureau International
des Expositions

The centrepiece of Expo 1975 was Aquapolis, a 'floating city' that sat 32 metres above the sea, next to the Science and Technology Cluster. Designed by Japanese architect Kiyonori Kikutake, the futuristic city cost 14 billion yen (US\$ 41 million) and was a prototype marine community. Aquapolis remained in place after the Expo, continuing to attract visitors for several years until it closed in 1993.

Legacy

At the end of Expo 1975, the site was transformed into the Okinawa Commemorative National Government Park, also known as the Ocean Expo Memorial Park. The park includes the Oceanic Culture Museum, as well as the Native Okinawan Museum, the Tropical and Subtropical Arboretum, and the Okinawa Churaumi Aquarium. The aquarium, which opened to the public in November 2002, is one of the largest in the world, with its main tank holding 7,500m³ of seawater.

While the Expo did not reach its visitor target, it had a significant economic impact on the island. The project came as a boost to Okinawa's development, with infrastructure being improved following the construction of motorways, water supply systems and modern hotels. The Expo also had a significant impact on the image of Okinawa following decades of U.S. military control.



World Expo

Specialised Expo



EXPO 1968 SAN ANTONIO



EXPO 1971 BUDAPEST



EXPO 1974 SPOKANE



EXPO 1975 OKINAWA



EXPO 1977 MONTREAL

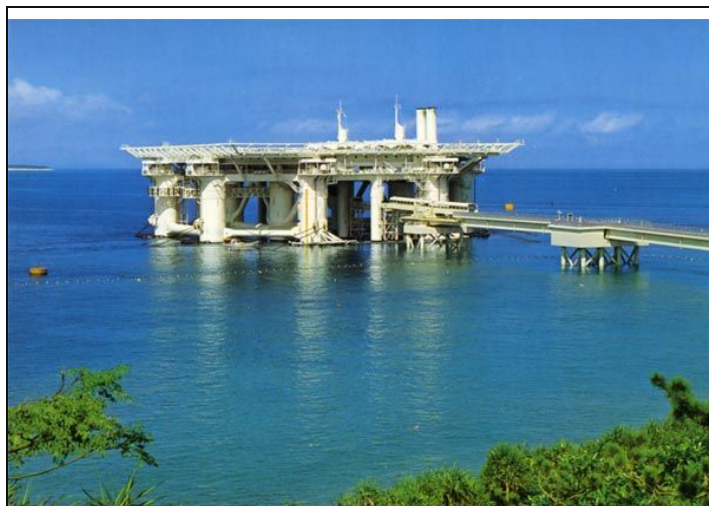




Expo '75 - Postcards

This section is under development. Most of my cards are in storage but I will be scanning them as I come across them. Additional cards will be added soon, so please stop back again.

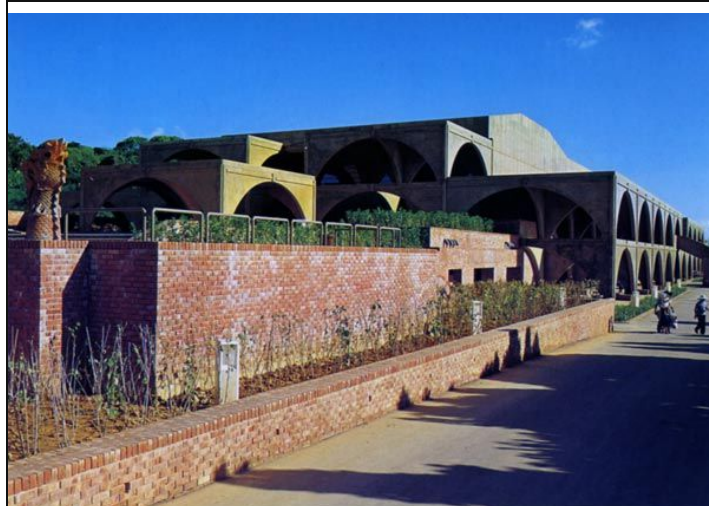
The following set of 12 postcards was sold in a souvenir folder. The titles were taken from English text on the back of the cards.



Aquapolis



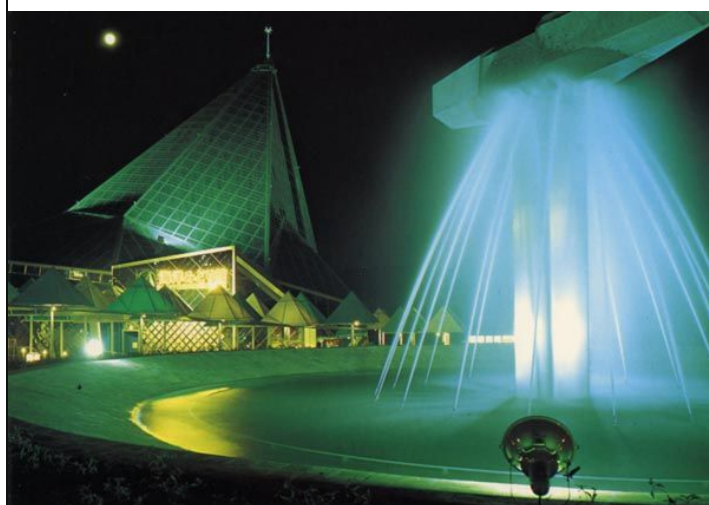
Aquapolis



Aquarium



Expo Beach and Expo Land



Kaiyo-Midori-Kan



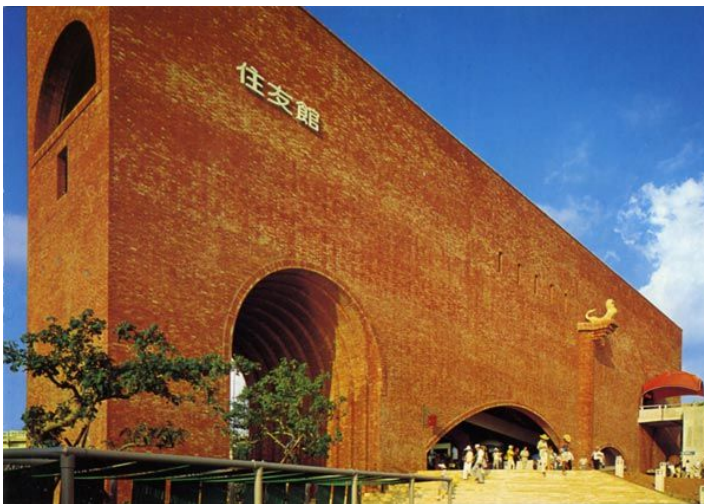
Mitsubishi Pavilion



Oceanic Cultures Pavilion



Okinawa Pavilion



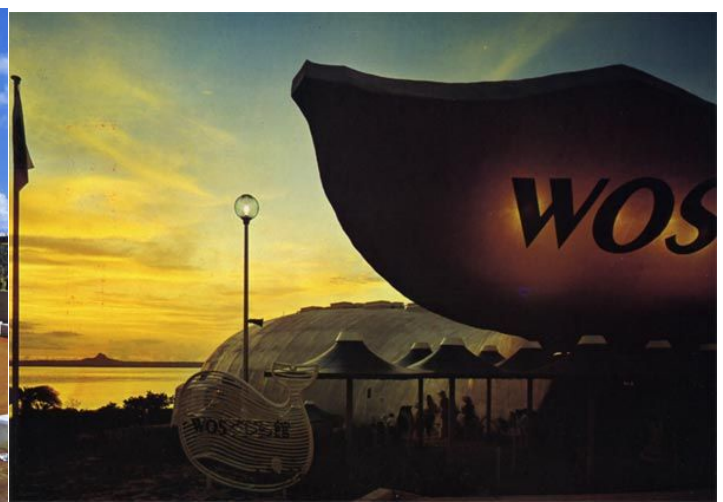
Sumitomo Pavilion



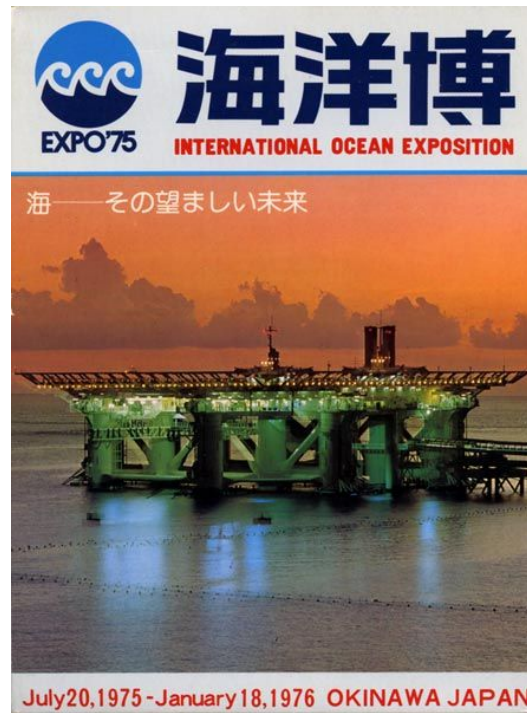
U.S.A. Pavilion



U.S.S.R. Pavilion



WOS Group Pavilion



Package cover

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Expo '75 - Publicity Photos



Expo '75 advertising poster



Expo '75 port facilities



Opening Ceremonies on Floating Stage at Expo Port - July 19, 1975

Motobu Peninsula, July 19, 1975

On July 19, 1975, the Okinawa International Ocean Exposition was officially opened. H.I.H. Crown Prince Akihito presided over the opening ceremonies. Two thousand specially invited dignitaries were present on the floating pavilion. Shown in the photo is Ambassador Laurence W. Lane, Jr., Commissioner-General of the U.S. Pavilion, who delivered a speech in his capacity as the elected Chairman of the Steering Committee of Commissioners-General representing the forty other foreign participants at Ocean Expo 75. Seated on the extreme left is the Prime Minister of Japan, Takeo Miki. Expo '75, the first of its kind devoted solely to the subject of oceanography, is divided into four thematic areas -- Fish, Ships, People and History, Science and Technology -- which cover aspects of Man's association with the sea, its inhabitants, and resources, and will run six months until January 18, 1976. The U.S. Pavilion, one of the two largest, was constructed at a cost of \$1.9 million dollars, was developed and produced by the U.S. Information Agency.

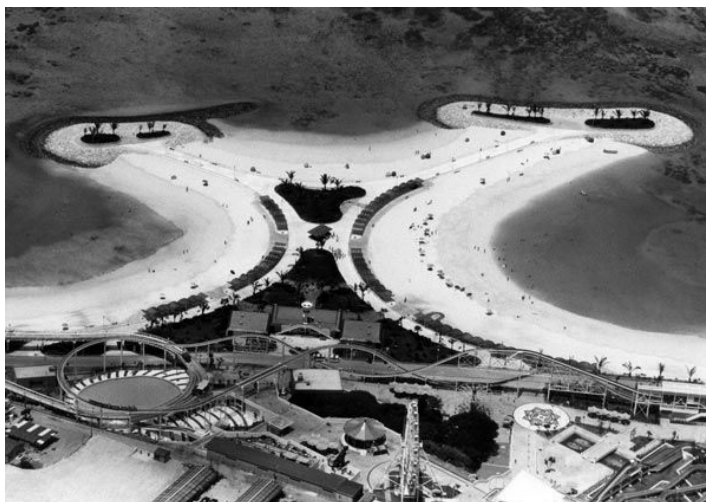
Opening Ceremonies on Floating Stage at Expo Port - July 19, 1975



Opening Ceremonies on Floating Stage at Expo Port - July 19, 1975



Opening Ceremonies on Floating Stage at Expo Port - July 19, 1975



Expo Beach & Expo Land



Expo Beach



Expo Land



Expo Future Car (C.V.S.)



Expo Future Car (C.V.S.)



Expo New City Car (K.R.T.)



Cluster of Pavilions on Peoples and History



Cluster of Pavilions on Peoples and History



Aquapolis



Aquapolis & Fairground



Cluster of Pavilions on Ships



Cluster of Pavilions on Fish



Cluster of Pavilions on Fish



Cluster of Pavilions on Fish



Sumitomo Pavilion



Iran Pavilion



Aquarium



Aquarium



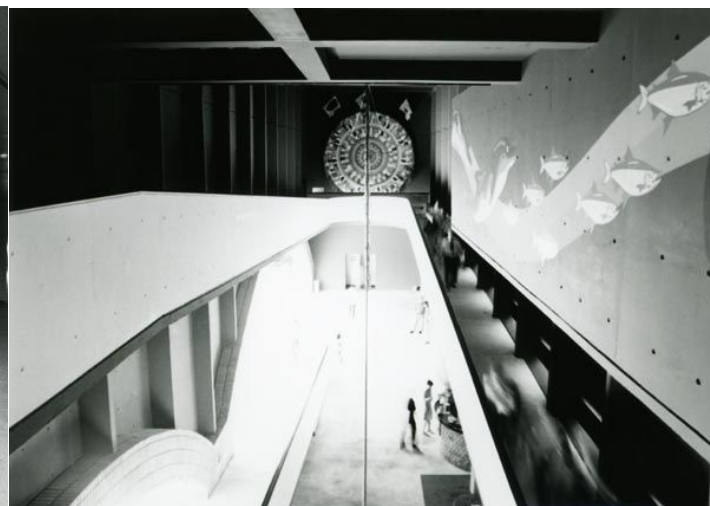
Aquarium



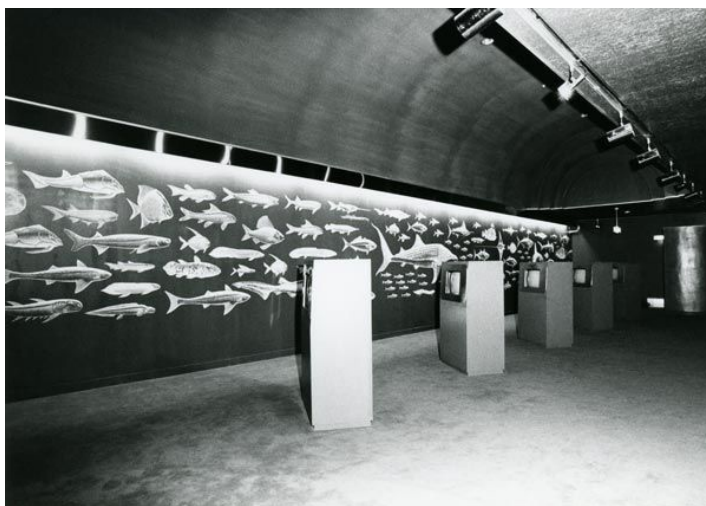
Aquarium



Aquarium



Aquarium



Aquarium



Marine Animals Park



Marine Animals Park



Marine Animals Park



Mitsubishi Pavilion



Mitsubishi Pavilion



Mitsubishi Pavilion



Expo Hall

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Expo Hall



Expo Hall



Event at Expo Hall



Hitachi Pavilion



Hostesses at Hitachi Pavilion



Okinawa Pavilion



International Pavilion #1



International Pavilion #1 - Arab Emirates



International Pavilion #1 - Egyptian Exhibit



Oceanic Culture Museum



Oceanic Culture Museum



Oceanic Culture Museum



Oceanic Culture Museum

Oceanic Culture Museum



USA Pavilion

Ambassador Jiro Takase, Commissioner-General of the Okinawa International Ocean Exposition, and Mrs. Takase cut the ribbon officially opening the U.S. Pavilion at Ocean Expo 75. Looking on (at far left), is Mrs. L.W. Lane, Jr., wife of the U.S. Commissioner-General. At extreme right is Mr. Ryohei Suzuki, Deputy Secretary General of the Expo Association. Ocean Expo 75 itself was officially opened by H.I.H. Crown Prince Akihito earlier in the afternoon. This Exposition is the first world's fair devoted solely to the subject of oceanography. It is expected to attract two million visitors during its six-month run until January 18 next year. More than forty foreign countries and scores of private Japanese concerns are participating as well as the Japanese government. Physically, the fair grounds are divided into four thematic areas -- Fish, Ships, People and History and Science and Technology -- which cover aspects of Man's association with the sea, its inhabitants, and its resources. The U.S. Pavilion, located in the Science and Technology area, is one of the two largest pavilions at Ocean Expo 75.

Motobu Peninsula July 19, 1975

USA Pavilion



USA Pavilion



USA Pavilion



USA Pavilion



USA Pavilion



USA Pavilion

OKINAWA INTERNATIONAL OCEAN EXPOSITION, MOTOBU PENINSULA

The flags are raised on the plaza of the U.S. Pavilion by Japanese-speaking American guides during ceremonies officially opening the pavilion at the Okinawa International Ocean Exposition, July 19, 1975. Ocean Expo 75 is the first international exposition devoted solely to the subject of oceanography. The U.S. Pavilion consists of seven hexagonal - or six-sided - modules containing over 42 separate exhibits and 167 individual displays that tell the story of America's involvement with the sea. The exhibition was conceived and directed by the U.S. Information Agency. From left to right: Richard Bradshaw of Hawaii, Raymond Eelsing of California, Douglas Stewart of Illinois and Robert Lane of California.

USA Pavilion



USA Pavilion



USA Pavilion



USA Pavilion



USA Pavilion

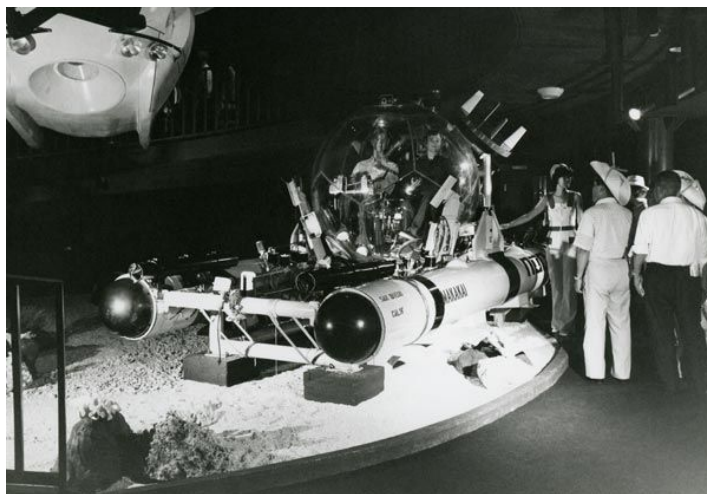


USA Pavilion

Motobu Peninsula, July 24, 1975

A friendly wave and a hello written with a special crayon for underwater use by Michael Kleinfelt of Chandler, Arizona, a scuba diver at the U.S. Pavilion, pleases a little girl from Tokyo and her mother. One of the popular exhibits at Expo '75 is the 23,000 gallon salt-water tank which dominates the second module of the seven-module pavilion. The tank is stocked with fish from Okinawan waters. Scuba divers give regular demonstrations of the latest underwater equipment produced in the United States, including a new underwater television camera built into a diving helmet.

USA Pavilion



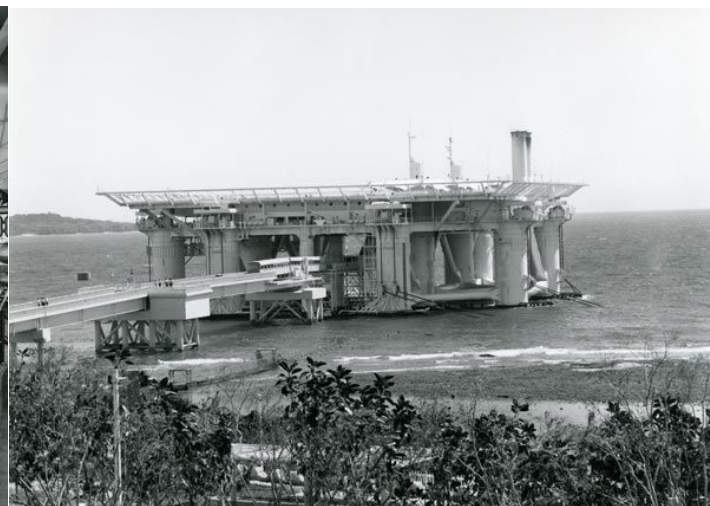
USA Pavilion



USSR Pavilion



USSR Pavilion



Aquapolis



Aquapolis Bridge



Aquapolis



Aquapolis



Expo from Aquapolis



Fireworks Over Aquapolis



WOS Group Pavilion



WOS Group Pavilion



Italy Pavilion



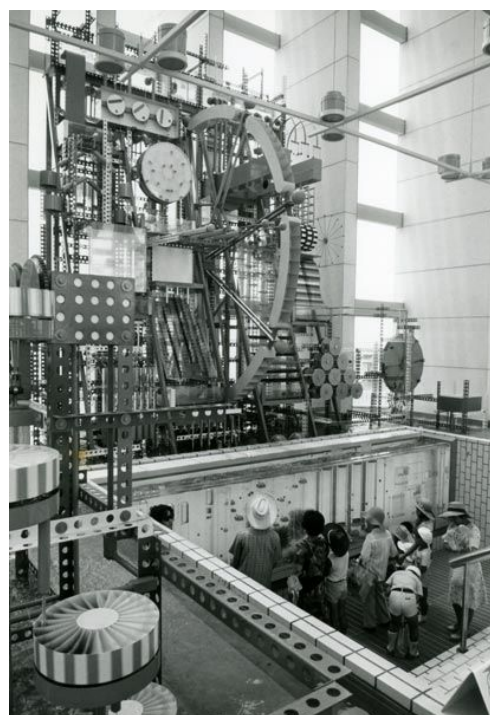
Mitsui Children's Water Pavilion



Mitsui Children's Water Pavilion



Mitsui Children's Water Pavilion



Mitsui Children's Water Pavilion



Mitsui Children's Water Pavilion



View Towards Expo Port



Cluster of Pavilions on Ships



Expo Port



Amphibious Car at Expo Port



Floating Stage at Expo Port

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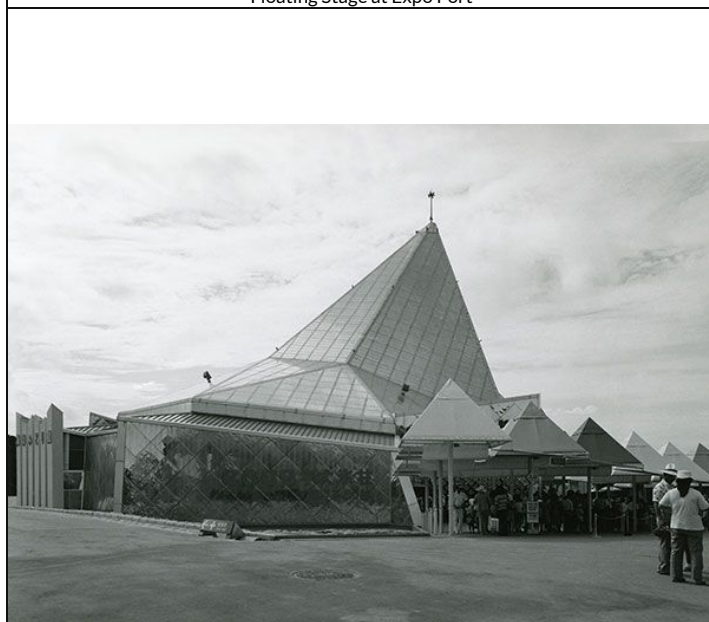
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Floating Stage at Expo Port



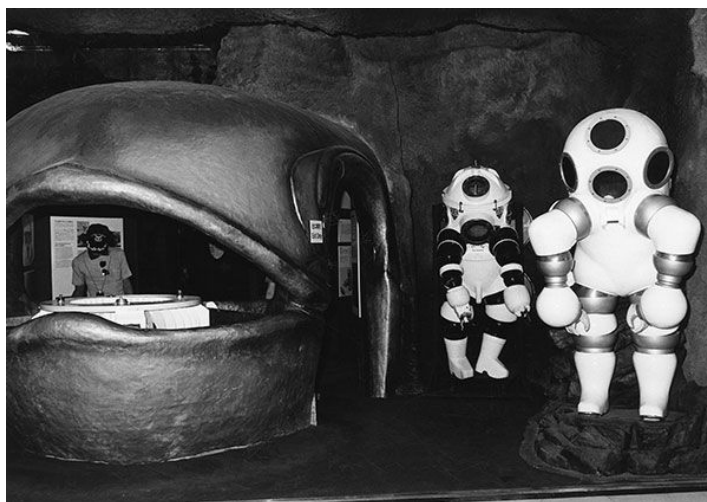
Kaiyo-Midori-Kan



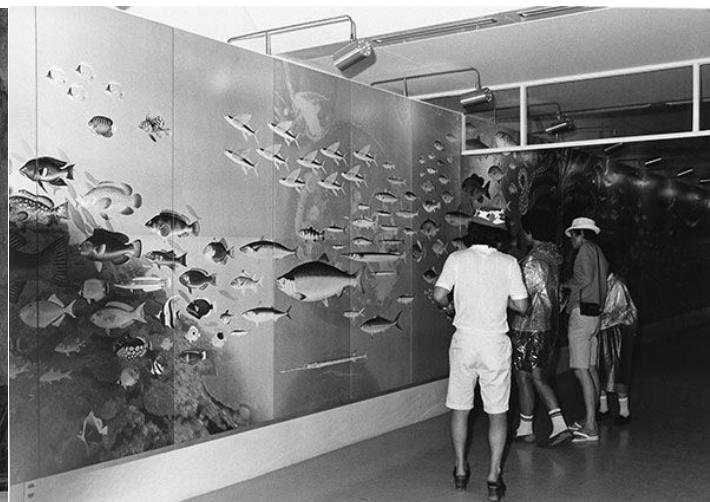
Kaiyo-Midori-Kan



Kaiyo-Midori-Kan Interior



British Exhibit - International Pavilion #3



International Pavilion #3



VIP Motorcade



Tram



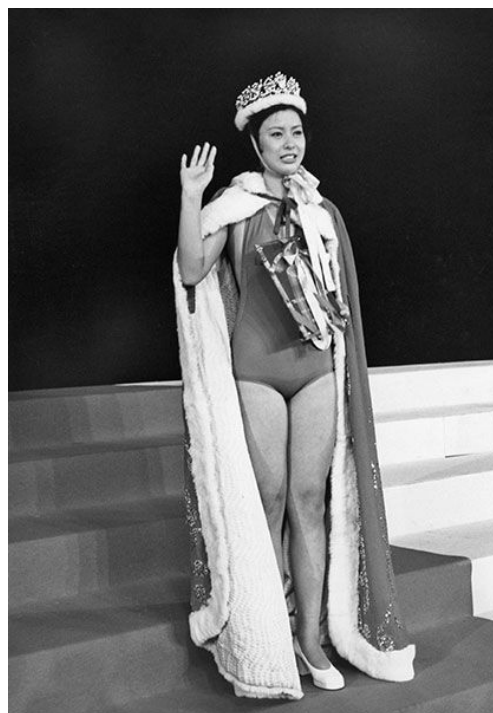
Aquapolis Stage



Aquapolis Stage



Miss International Beauty Pageant



Miss International Beauty Pageant



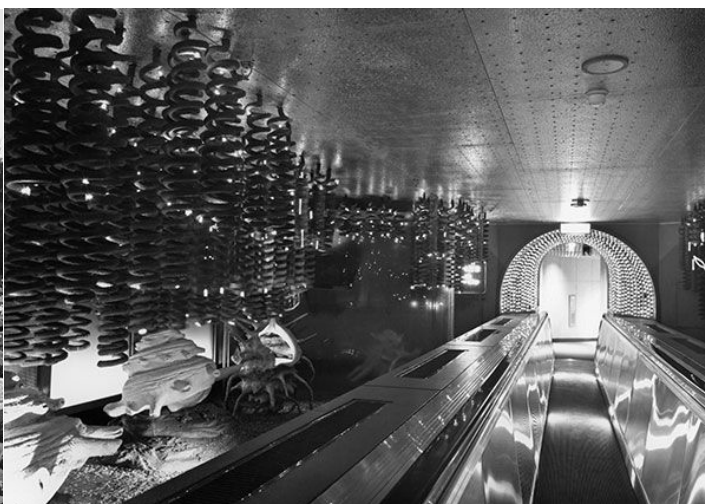
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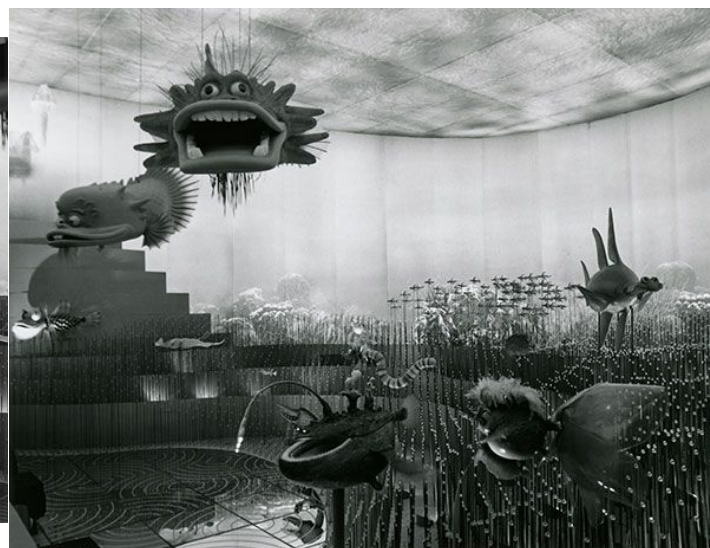
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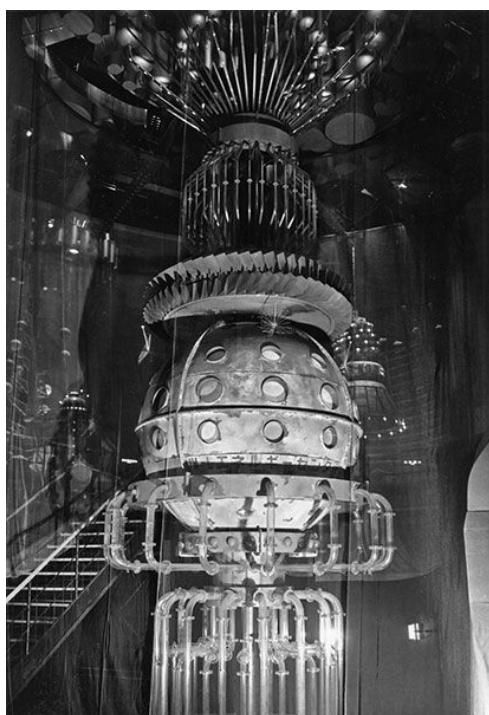
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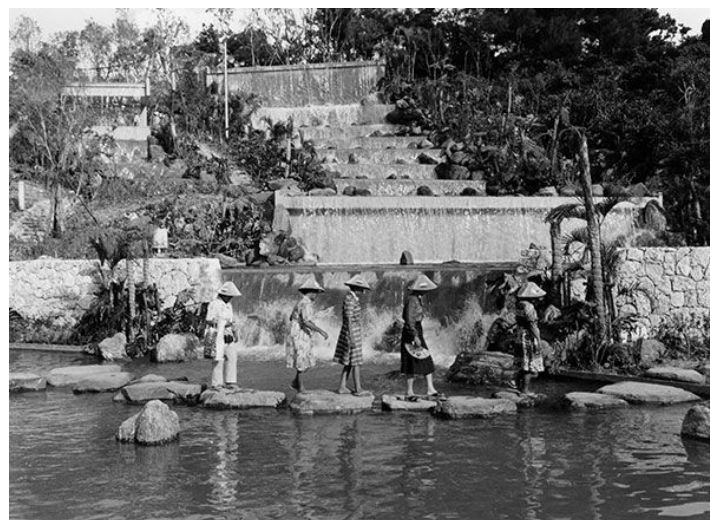
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Gardens Miniature Railway



(Name needed)



Philippines Exhibit



Seaside Bazaar



Oceanic Culture Museum



Oceanic Culture Museum



Prince Akihito & Princess Michiko - January 18, 1976



Prince Akihito & Princess Michiko - January 18, 1976



Prince Akihito & Princess Michiko - January 18, 1976



Prince Akihito & Princess Michiko - January 18, 1976



Prince Akihito & Princess Michiko - January 18, 1976



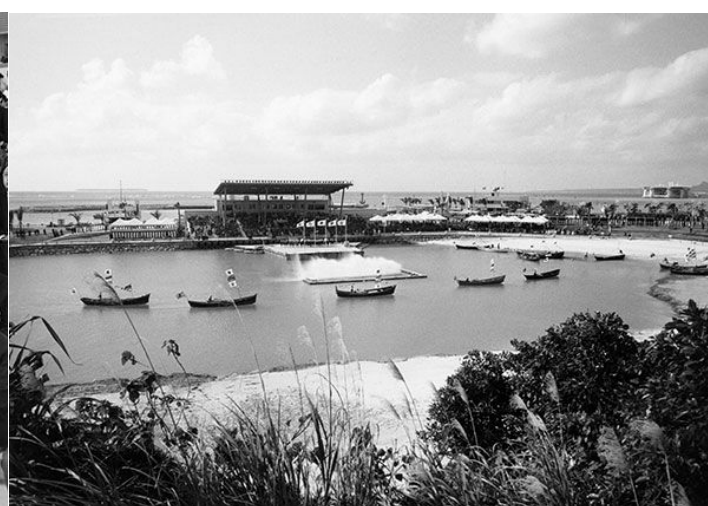
Prince Akihito & Princess Michiko - January 18, 1976



Prince Akihito & Princess Michiko - January 18, 1976



Closing Ceremonies - January 18, 1976



Closing Ceremonies - January 18, 1976



Closing Ceremonies - January 18, 1976



Closing Ceremonies - January 18, 1976



Closing Ceremonies - January 18, 1976



Closing Ceremonies - January 18, 1976



Takeo Miki - Closing Ceremonies - January 18, 1976



Closing Ceremonies - January 18, 1976

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Photos 63-124



